



Meet the Man at the Top.

Things don't always work out as expected. Just ask Keith McIntyre.

Starting out in 1957 with an engineering degree tucked under his arm, he came to work as a Production Supervisor for Procter & Gamble Inc. in Hamilton.

Twenty-four years later, he was named President of Mohawk College of Applied Arts & Technology.

When he started at Procter & Gamble, it appeared that his working life would follow a fairly standard pattern: stay with the company in manufacturing, rising steadily throughout the ranks, until retirement.

It wasn't to be that simple.

By 1967, Mr. McIntyre had risen to Division Manager of Procter & Gamble's Detergent Products Group in Hamilton. He also received his Master of Business Administration degree that year from McMaster University after seven years of part-time study and was teaching part-time for McMaster.

One day in early 1968, while designing a new Toilet Goods Plant for Canada, Procter & Gamble's Vice-President told Mr. McIntyre he was being groomed for assignment as a Plant Manager of the company's operations in Sacramento, California.

Facing the prospect of moving to the U.S. and, in all likelihood, taking up permanent residence there to specialize in manufacturing, he turned down the move.

"That just about floored the company," he recalls. "In those days *nobody* left Procter & Gamble at that level (with its) terrific pension plan, good benefits and superior management philosophy. I'd had good training and had prospered well and here I was leaving them. They thought I'd lost my marbles."

In the spring of 1968, Mr. McIntyre left the company to join the Business Faculty of Cambrian College, North Bay Campus, a part of the fledgling community college system being established in Ontario. During that time, he co-ordinated the College's Continuing Education offerings and took part in developing the North Bay College Education Centre on a beautiful 50 acre site overlooking Lake Nipissing, which housed a teachers' college, a nursing school, a community college and a college affiliated with Laurentian University in Sudbury.

In 1972, he was named Dean of Post-Secondary Programs when Cambrian's North Bay Campus became Canadore College of Applied Arts and Technology.

Four years later, he joined Mohawk College as Vice-President of Administration and Resources. He held that post until the fall of 1980 when, at the request of the Board of Governors, he took on the duties of Acting President in addition to his Vice-President's role. In March, 1981, he was installed as President, succeeding Dr. Sam Mitminger.

That Mohawk College has jumped to the forefront of Alumni development in Ontario's community college system is due in no small measure to Mr. McIntyre. He was quick to support the